



**Homes and
Community Renewal**

New York Main Street Program

2023 Application Training Presentation – Part I

May 24, 2023

- **Use the Q&A feature to submit questions**
- **A PDF of the presentation will be provided after the webinar**

New York Main Street Program

Agenda

Program Summary

- Program Overview
- Preparing to Apply
- Eligibility
- 2023 Activities and Funding Limits

Application Structure

- Sections
- New Questions

Application Process

- Timeline
- Resources
- Accessing CFA
- NYMS Scoring Criteria

Q&A



Program Summary



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Program Overview



The New York Main Street Program is a reimbursement, matching grant program.

NYMS grants are available for targeted improvements such as:

- Facade renovations
- Interior commercial fit-out
- Residential unit rehab or creation
- Streetscape enhancement projects.

NYMS Eligibility

Eligible applicants for NYMS program activities are:

- Units of Local Government
- Organizations incorporated under NYS Not-For-Profit Corporation Law

Eligible target area shall mean an area:

(i) that has experienced sustained physical deterioration, decay, neglect, or disinvestment;

(ii) has several substandard buildings or vacant residential or commercial units;

AND (iii) in which more than fifty percent of the residents are persons whose incomes do not exceed ninety percent of the area median income for the county or metropolitan statistical area (MSA) in which the project is located, **or** which is designated by a state or federal agency to be eligible for a community or economic development program.



How does NYMS work?



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**Municipality
or
Not-for-profit Organization
as Local Program Administrator (LPA)**



**Property
Owner**

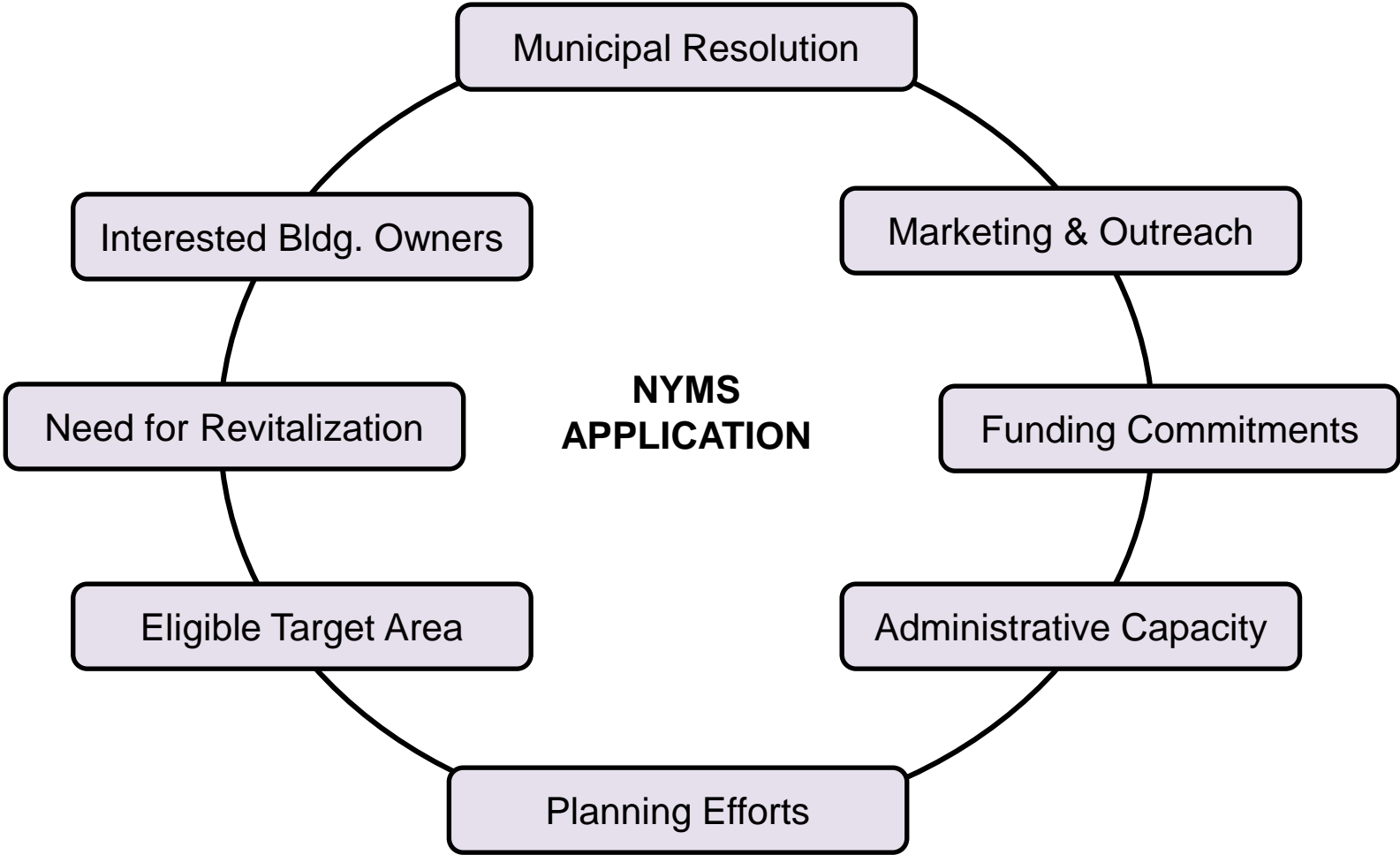


**Property
Owner**

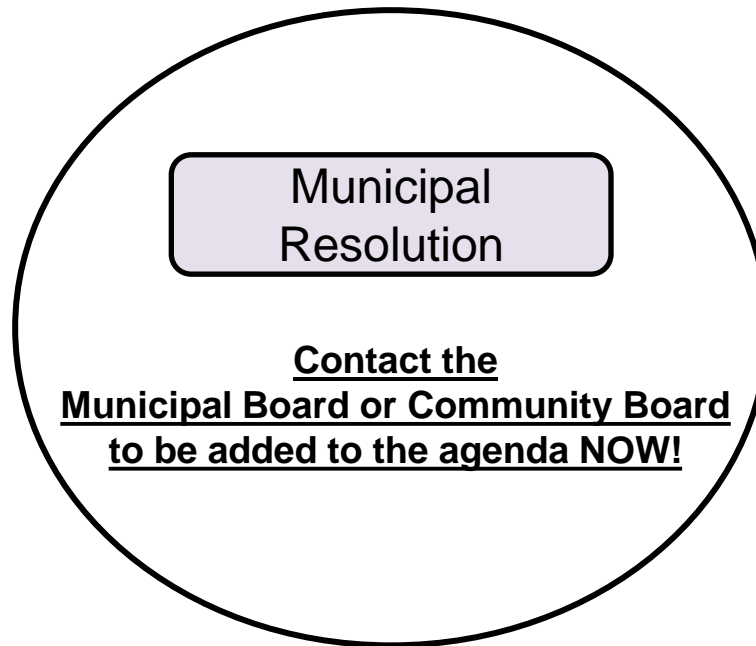


**Property
Owner**

How do I prepare to apply?



How do I prepare to apply?



Each municipality in which the proposed program or project will function must approve a formal resolution supporting an application for the proposed NYMS program or project.

- The resolution must be passed prior to the application deadline and attached in the documents section of the application.
- This requirement applies to all NYMS application types and applications without a Municipal Resolution, as described above, will be deemed ineligible.

2023 NYMS Funding Round

- Estimated Funding Available: \$4.2 Million
- Application Deadline: **Friday, July 28, 2023, by 4:00 p.m.**
- First Step: Review the 2023 CFA Resources Guide - cfaresources.ny.gov

Program Guidelines



Regional Economic Development Council Initiative Programs

See the programs available through the Regional Economic Development Council Initiative.



Workforce Programs

See available workforce programs.



Other New York State Programs

Get details on funds available through the Consolidated Funding Application.

New York Main Street Program Activities

Eligible Activities

- Technical Assistance / Feasibility Studies
- Facade renovations
- Interior commercial renovations or fit-out
- Residential unit rehabilitation or creation
- Streetscape enhancement projects

Application Categories

- Technical Assistance
- Downtown Stabilization
- Target Area Building Renovations and Streetscape Enhancement
- Downtown Anchor Renovation

How to Apply

Annual Funding Round - Consolidated Funding Application (CFA)



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2023 NYMS Activities & Funding Limits

Technical Assistance Project

Up to \$20,000 (not to exceed 95% of project cost) for a project that improves community or property owner readiness to participate in a future NYMS renovation activity. View project examples online and discuss project eligibility with OCR.

NYMS-TA is available in the same application as the NYMS renovation activities.

Downtown Anchor Project

\$100,000 to \$500,000 (not to exceed 75% of project cost) to assist in a standalone, single site, “shovel ready” renovation project that is key to local revitalization efforts. Application requires business plan, cost estimate, and funding commitments.

Administration

Up to 5% of grant amount for salaries or other costs associated with administration of grant.

Downtown Stabilization Project

\$100,000 to \$500,000 (not to exceed 75% of project cost) to identify or mitigate risks associated with hazardous materials or remove obstacles to future redevelopment. Funds can assist with environmental remediation and associated construction costs, as well as other innovative approaches to stabilizing and developing downtown, mixed-use buildings.

Administration

Up to 5% of grant amount for salaries or other costs associated with administration of grant.

Target Area Building Renovation Project

\$50,000 to \$500,000 to provide matching grants to building owners for renovation of mixed-use buildings in a concentrated target area. Up to \$50,000 in grant funds per building, plus \$25,000 per residential unit up to a per building maximum of \$100,000 (not to exceed 75% of project costs).

Streetscape

Up to \$15,000 for activities such as planting trees and installing street furniture..

Administration

Up to 7.5% of grant amount for costs associated with administration of grant.

Eligible Renovation Activities

- Health and Safety Improvements
Fire alarms, sprinklers, fire escape repair, correcting code violations.
- Accessibility Improvements:
Ramps, elevators, widening entryways, automatic doors.
- Energy Efficiency Improvements:
Insulation, HVAC system upgrades, water-conservation improvements.
- Facade Restoration:
Preservation projects, reopening storefronts, removing solid security gates, signs, awnings, re-pointing brick, window repair.
- Residential Improvements:
Convert vacant upper stories into apartments, correct code violations, update existing apartments.
- Prepare Commercial Spaces for Tenants:
Drywall, electrical, plumbing.

Tip: Demonstrate an understanding of eligible activities and present ONLY eligible projects to make the application more competitive.



Ineligible Activities

Activities not eligible for reimbursement include, but are not limited to:

- Costs incurred prior to award or environmental review;
- Acquisition; new construction; demolition, capitalizing a revolving loan fund;
- Improvements to churches, synagogues, and other religious structures and improvements to municipally-owned buildings used for municipal purposes;
- Non-permanent fixtures, furnishings, appliances, electronics, and business equipment;
- Site work or ancillary activities on a property including septic systems/laterals, grading, parking lots, sidewalks, patios, decks, garages, sheds, landscaping, fences, free standing signs or general maintenance;
- Organization's general operating expenses;
- Planning activities.

Tip: Contact us to discuss your project. We can discuss project eligibility at any time.



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Eligible Activities

Technical Assistance

- Project can feasibly be completed in 12-month term.
- Documentation of secured financial commitments to cover the total project cost before reimbursement.
- Project work plan should clearly outline the project timeline, milestones, anticipated timeframe for completion of the project deliverable(s) and cost estimates.
- Draft request for proposals (RFP) submitted with the application must clearly describe the activities to be completed and match the application's work plan.
- At the time of application an applicant must provide a minimum of one quote to explain how the total project cost has been established.

Examples of completed NYMS-TA Projects are available for review online, here:
<https://hcr.ny.gov/new-york-main-street-technical-assistance-nyms-ta-completed-projects>

Eligible Activities

Target Area Building Renovations

- \$300,000 is a reasonable request amount
- Interested property owners
- Well planned administrative procedures
- Strong administrative capacity
- Streetscape

Downtown Anchor

- Firm financial commitments are required
- Clear local support
- Business Plan & Market Analysis – Is investment sustainable?

Downtown Stabilization

- Should be single site
- Why Stabilization?

Administration & Soft Costs

Administration:

Up to 7.5% (5% for Anchor & Downtown Stabilization) of a NYMS award may be requested for administrative activities such as: staff salaries, consultant expenses, program related equipment and supplies, travel, program marketing. Administrative funds must be budgeted and requested at the time of application.

Soft Costs:

Professional service costs, or “soft costs,” that can be attributed directly to the delivery of project-specific renovation activities may be eligible expenses. Requires match and proof of payment and must remain within per building limits.

Tip: These are not required but must be identified at the time of application if an applicant intends to use NYMS funds for these activities.

Application Structure



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CONSOLIDATED FUNDING APPLICATION

HELP PRINT PAGE REGIONAL ECONOMIC DEVELOPMENT COUNCILS CFA PROJECT INFO

WELCOME

As part of Governor Cuomo's transformative plan to improve the state's economic development model, a NYS Consolidated Funding Application (CFA) has been created that will streamline and expedite the grant application process. The CFA process marks a fundamental shift in the way state resources are allocated, ensuring less bureaucracy and greater efficiency to fulfill local economic development needs.

Utilizing the CFA serving as the single entry point for access to economic development funding, applicants will no longer have to slowly navigate multiple agencies and sources without any mechanism for coordination. Now, economic development projects will use the CFA as a support mechanism to access multiple state funding sources through one application, making the process quicker, easier, and more productive.

The CFA system is also the mechanism for Upstate Revitalization Initiative (URI) project sponsors to submit applications.

To proceed with your CFA, please use the **Log In** or **Register** buttons.

New - Cloning an Application

To save time you can now clone an application from the previous year.

[Click here to learn how.](#)

Log In

Register

Links



Regional Council Guidebook

Learn more about the eleventh round of the REDC initiative.



Available CFA Resources

For Round 11, there are over 30 programs available through 9 state agencies.



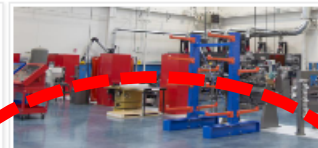
CFA Application Manual

A step by step guide for how to fill out a Consolidated Funding Application (CFA).



Program Recorded Webinars

An online recorded webinar applying through the Consolidated Funding Application (CFA).



Program Application Questions

A list of questions for the available programs in the Consolidated Funding Application (CFA).

Consolidated Funding Application (CFA)

Sections

Threshold Questions

A series of Yes/No questions. Responses determine program eligibility. Applicant may not proceed to program specific questions if threshold criteria are not met.

Documents / Attachments

Documents must be uploaded to submit a complete application. These support the responses given to questions in the application.

Basic Questions

Common to all applicants who are accessing the CFA. One set of Basic Questions per application.

Standard Questions

Specific to the funding program, e.g., New York Main Street. If multiple programs are included within a single application, Standard Questions for each program will appear.

Budget Table(s)



Threshold Questions

A series of Yes/No questions. Responses determine program eligibility. Applicant may not proceed to program specific questions if threshold criteria are not met.

- Applicant Eligibility
- Request Amount
- Target Area Eligibility
- Municipal Resolution
- Matching & Reimbursement Program Structure
- Eligible Activities
- Project Timeline
- Regulatory Term

Please review the 2023 CFA Resource Guide and NYMS Program Guide for details related to each.



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Threshold Questions

Eligible Target Area – Part iii

- OCR may accept designations such as CDBG eligible census tracts (51% or more LMI) or areas served by a Neighborhood Preservation Company (NPC) or Rural Preservation Company (RPC) in lieu of a determination based on the income of residents in the area. <http://www.hcr.ny.gov/neighborhood-and-rural-preservation-program-directory>
- Eligibility must be presented using relevant, current, and verifiable data, including but not limited to, the most recent Census data pertaining to the target area, www.census.gov.

Common mistake – insufficient documentation:

“The 2009 Village median household income of \$37,000 is 68% of the County median of \$54,000.” This statement does not meet the eligibility criteria outlined in statute.

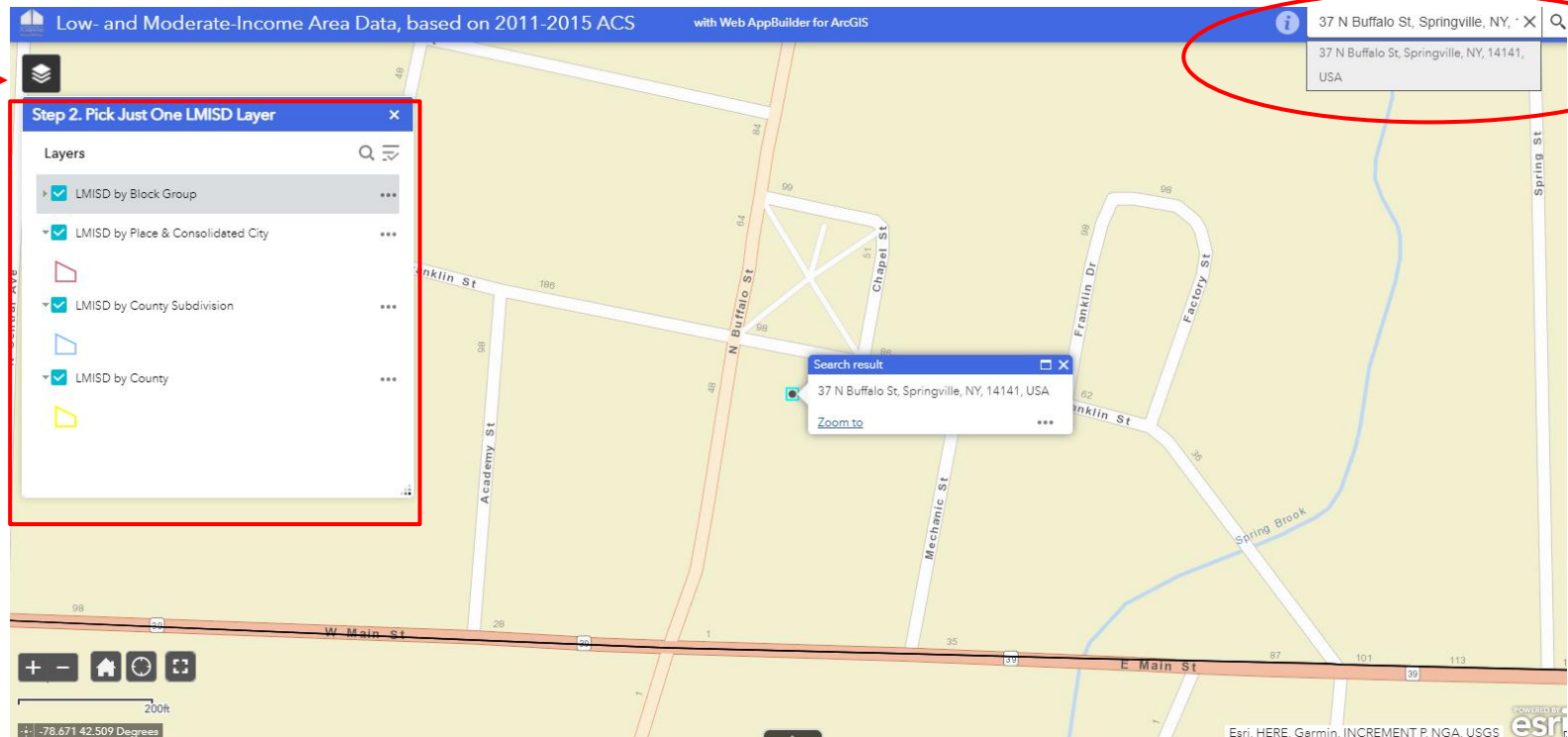
Threshold Questions – LMI%

We recommend using HUD's user-friendly site to obtain the LMI percentage for the program target area:

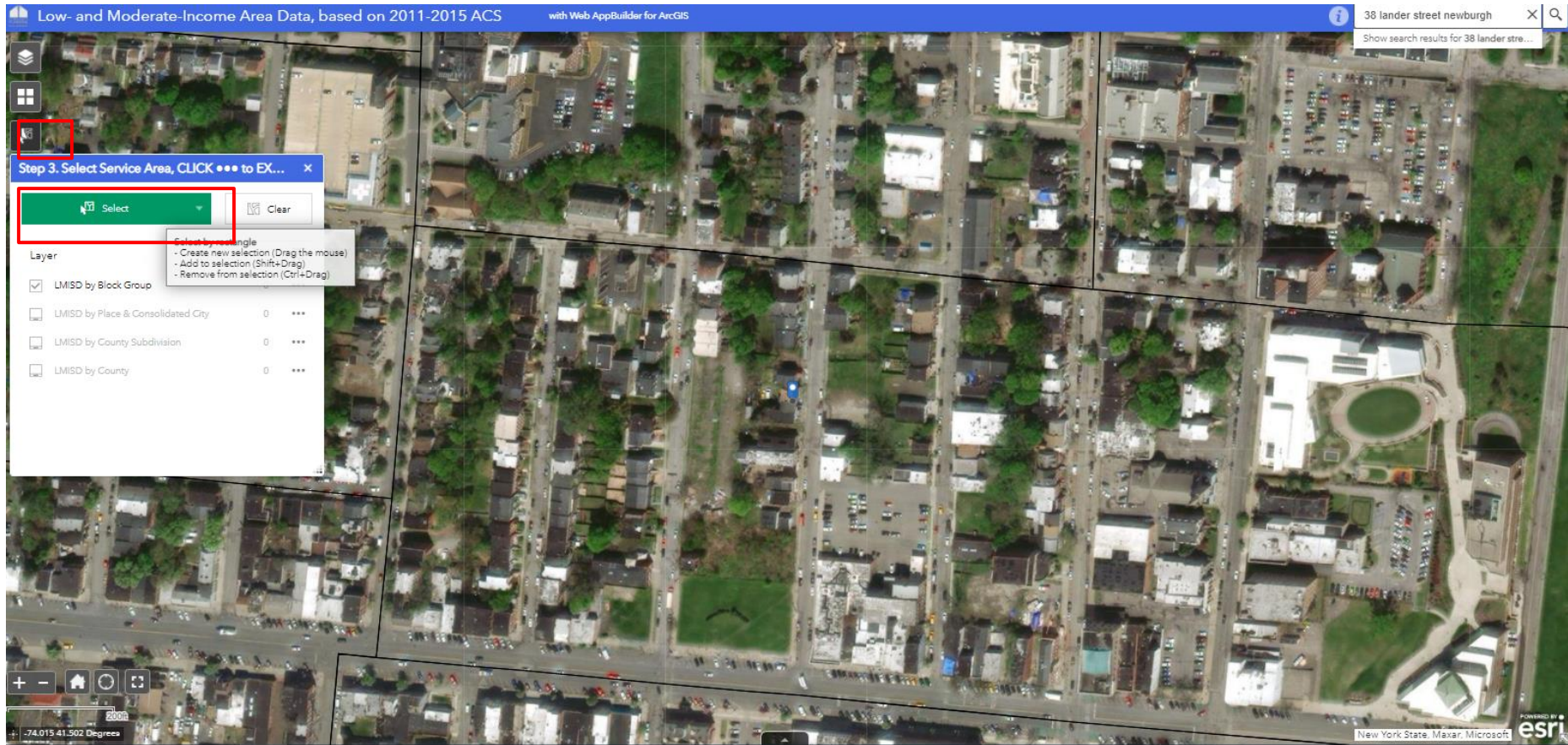
<https://hud.maps.arcgis.com/apps/webappviewer/index.html?id=ffd0597e8af24f88b501b7e7f326bedd>

1. Search Target Area address

2. Choose LMI layer

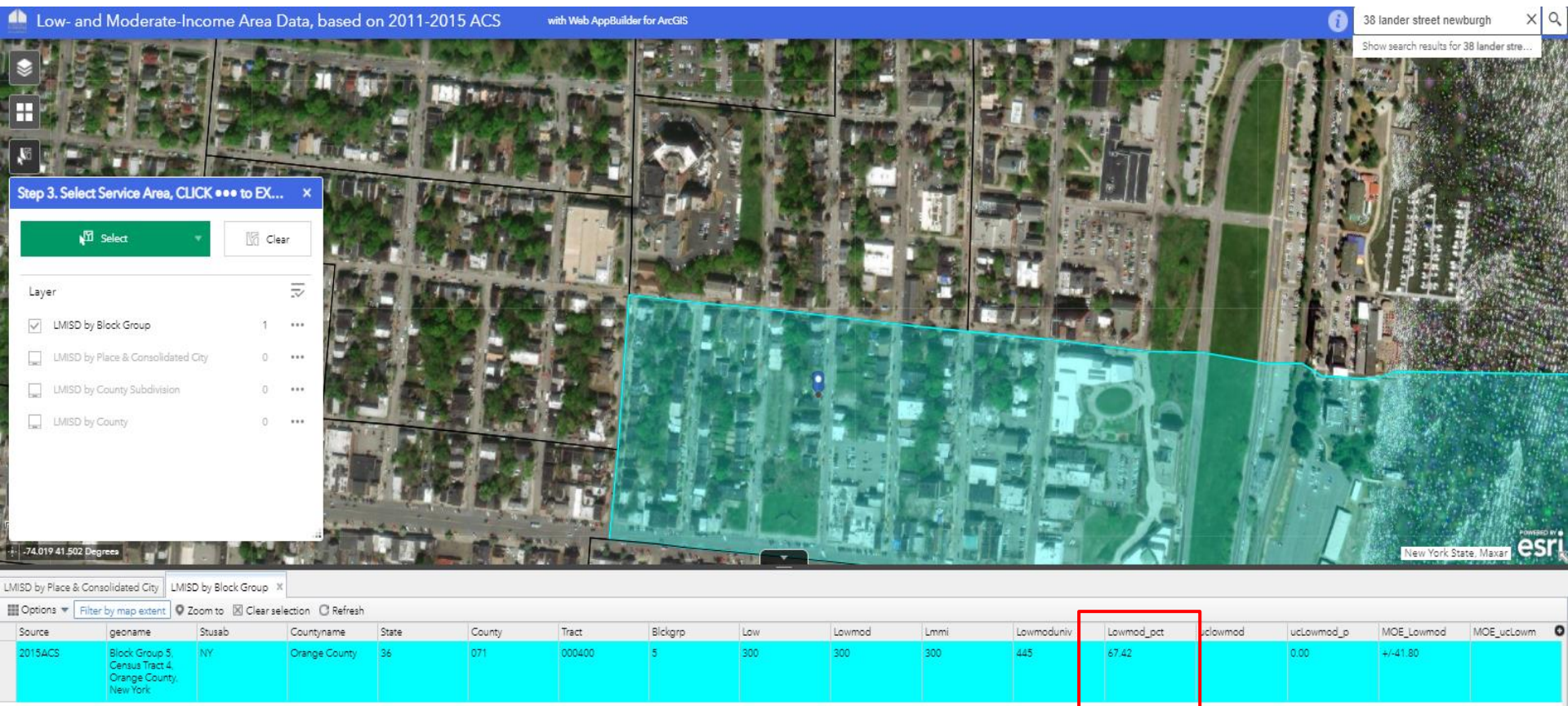


3. Select Service Area—



4. Click “...” next to layer, “View in Attribute Table”





4. Note LMI percentage for Service Area

In this example, the percentage of LMI individuals in the Service Area is 67%



Step 3. Select Service Area, CLICK ●●● to EX...



Select



Clear

Layer



- ☒ LMISD by Block Group 2 ...
- ☐ LMISD by Place & Consolidated City 0 ...
- ☐ LMISD by County Subdivision 0 ...
- ☐ LMISD by County 0 ...

600ft

-73.782 42.665 Degrees

New York State, M

LMISD by Place & Consolidated City

LMISD by Block Group x

Options Filter by map extent Zoom to Clear selection Refresh

| Source | geoname | Stusab | Countyname | State | County | Tract | Blckgrp | Low | Lowmod | Lmmi | Lowmoduniv | Lowmod_pct |
|---------|--|--------|---------------|-------|--------|--------|---------|-----|--------|------|------------|------------|
| 2015ACS | Block Group 2, Census Tract 8, Albany County, New York | NY | Albany County | 36 | 001 | 000800 | 2 | 810 | 880 | 975 | 1025 | 85.85 |
| 2015ACS | Block Group 3, Census Tract 8, Albany County, New York | NY | Albany County | 36 | 001 | 000800 | 3 | 470 | 495 | 650 | 650 | 76.15 |

4. Note LMI percentage for Each Block Group

In this example, the percentage of LMI individuals in BG 2 is 85% and BG 3 is 76%



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Documents / Attachments

NYMS applications will require a series of attachments and allow for several optional attachments. Attach a single, consolidated PDF for each requested attachment.

2023 Required Attachments

- Municipal Resolution or a signed letter from the municipal or community board
- Target Area/Project Site Map + Eligibility Documentation
- Building Photographs & Information
- Budget Table Attachment
- OCR Applicant Certification
- Vendor Responsibility Questionnaire - Required for Not-For-Profits
- Certificate of Incorporation & Filing Receipt - Required for Not-For-Profits
- Business Plan & Market Analysis - Required for Downtown Anchor Projects
- Project Workplan – Required for Technical Assistance Projects
- Professional Services RFP – Required for Technical Assistance Projects

2023 Optional Attachments

- Construction Specifications and Cost Estimate(s) - Required for Downtown Anchor and Stabilization, recommended for other activities.
- Financial Commitment Documentation – Required for Downtown Anchor and Stabilization, recommended for other activities.
- Streetscape Project Plan
- Support Letters



Example Budgets

NYMS-TA Example Budget:

Feasibility Study Total Project Cost = \$21,053

Total NYMS Request Amount = \$20,000

Required Match = \$1,053 (5% of TPC)

Total Project Cost = \$21,053

TABR Example Budget:

NYMS Building Renovation Funds = \$210,000

NYMS Soft Costs = \$10,000

Minimum Required Match from Property Owners = \$73,334 (25% match)

NYMS Streetscape Funds = \$15,000

NYMS Administrative Funds = \$15,000

Total Project Cost = \$323,334

Total NYMS Requested Amount = \$250,000

Example Budgets

Anchor Project Example Budget:

NYMS Anchor Funds = \$227,500

NYMS Soft Costs = \$10,000

NYMS Administrative Funds = \$12,500

Committed Match from Property Owner = \$80,000 (25% Match)

Total Project Cost = \$330,000

Total NYMS Requested Amount = \$250,000

Stabilization Project Example Budget:

NYMS Stabilization Funds = \$250,000

NYMS Soft Costs = \$50,000

NYMS Administrative Funds = \$15,000

Committed Funds = \$100,000 (25% Match)

Total Project Cost = \$415,000

Total NYMS Requested Amount = \$315,000

Estimated Timeline for Renovation Activities

Months 1-3 (est. Winter 2023-2024)

- Awards announced
- Contract execution
- Environmental Review
- Program development

Months 4-6 (est. Spring 2024)

- Marketing and outreach
- Acceptance and review of local applications
- Project development

Months 7-21 (est. Summer 2024-2025)

- Construction
- Reimbursement

Months 22-24 (est. Winter 2025)

- Program completion
- Monitoring and closeout

Tips:

- Projects that commence prior to award or cannot be completed within 24 months are *not eligible for participation*
- Provide a clear, reasonable and eligible project timeline for a more competitive application
- NYMS-TA projects will have a 12-month contract



Resources

<https://hcr.ny.gov/new-york-main-street#funding-round-materials>

Funding Round Materials

- NYMS Program Guide
- NYMS Resource Guide
- NYMS FAQs
- Municipal Resolution Template
- NYMS Budget Table
- OCR Applicant Certifications
- Vendor Responsibility Questionnaire
- NYMS Technical Assistance Work Plan Template
- Consolidated Funding Application (CFA)

NYMS Capital Projects Selection Criteria

2023 Selection Criteria *Up to 100 Points*

A) Need

10 Points

- Residential
- Commercial

B) Impact

10 Points

- Residential
- Commercial

C) Leveraging & Financing Plan

20 Points

- Public and Private Investment

D) Implementation Capacity & Readiness

40 Points

- Program Experience
- Implementation Capacity
- Readiness
- Program Support
- Design
- Business Strategy

E) Total Vision and REDC Strategies

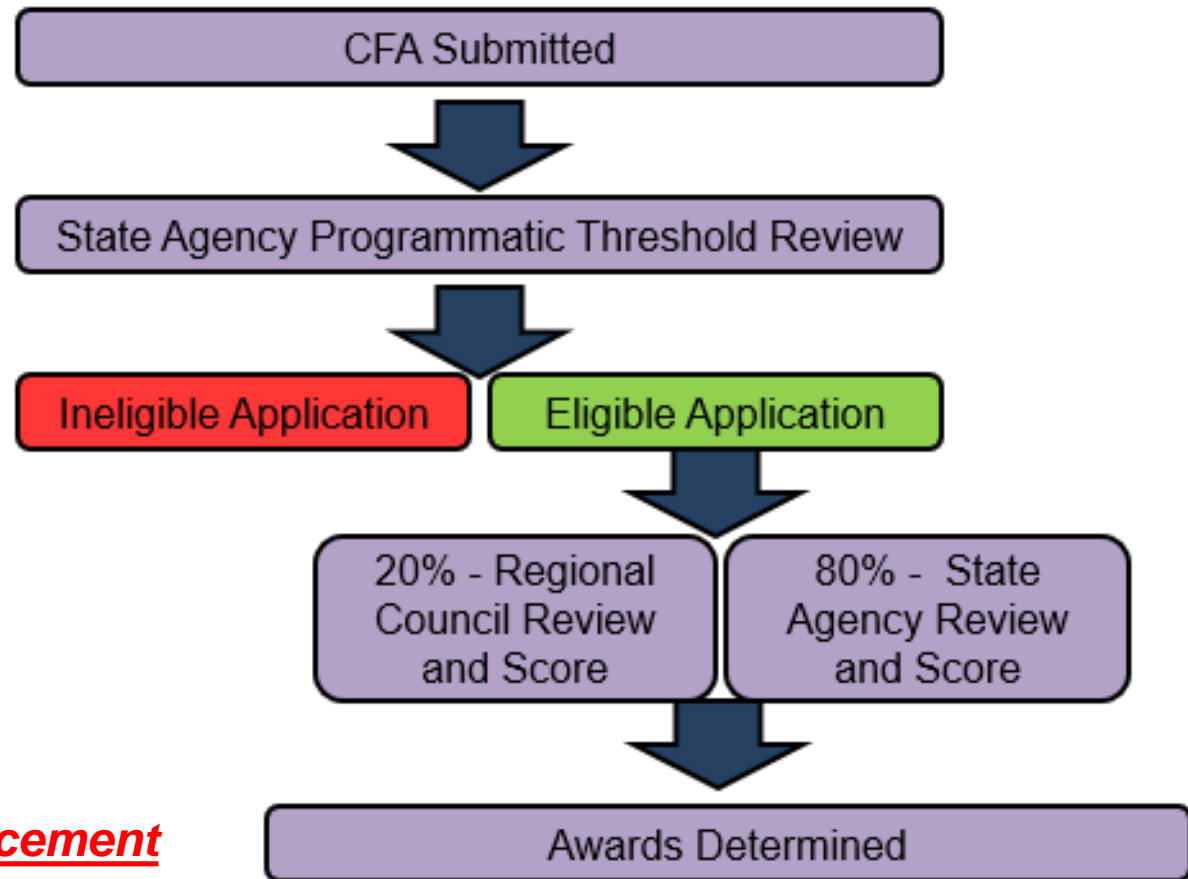
20 Points

- Alignment with Regional Council's Strategic Plan

Application Process

Consolidated Funding Application (CFA)

July 28th Deadline



Fall/Winter Announcement

Ready to Apply?

Questions to Consider:

- Does your organization have adequate administrative capacity?
- Have specific properties been identified to participate?
- Do the interested property owners have the necessary funds?
- Do the property owners understand NYMS program rules?
- Are only eligible activities being proposed?
- Can the projects be completed within two years?

New York Main Street Program

QUESTIONS?

HCR_CFA@hcr.ny.gov

NYMS Application Training - Part II

Thursday June 8, 2023

10:00 a.m.



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